

LISTING OF CLAIMS:

Claims 1 – 64 (Cancelled).

Claim 65 (Currently Amended): A method for [consumer-selected] selected advertising ~~and branding~~ in a virtual world, comprising:

providing one or more advertisements to a participant, wherein users of said virtual world include said participant;

receiving at least one selection of said one or more advertisements from said participant;

providing one or more locations for ~~the~~ said participant to choose to display of said one or more advertisements in a virtual world said virtual world;

receiving at least one selection of said ~~one or more advertisements and said one or more locations~~ from said participant;

creating ~~ad-content~~ a selected advertisement from said at least one selection of said one or more advertisements and said at least one selection of said one or more locations; ~~and~~

providing for display to at least one of said users said ad-content selected advertisement in said virtual world, wherein said users are participants in said virtual world or viewers of said virtual world; and

providing a reward to at least said participant, wherein said reward is based on at least said providing for display to at least one of said users.

Claims 66 – 153 (Cancelled).

Claim 154 (New): The method of claim 65, wherein providing a reward comprises:

tracking one or more interactions with said selected advertisement by said at least one of said users; and
providing a reward to at least said participant, wherein said reward is based on at least said one or more interactions.

Claim 155 (New): The method of claim 154, wherein said one or more interactions includes viewing of said selected advertisement by said at least one of said users.

Claim 156 (New): The method of claim 65, wherein said participant creates at least one of said one or more advertisements.

Claim 157 (New): The method of claim 156, wherein said participant's creation of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 158 (New): The method of claim 65, wherein said participant's selection of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 159 (New): The method of claim 65, wherein said participant's selection of said one or more locations is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 161 (New): The method of claim 154, wherein said one or more interactions occurs in at least one of a computer game, a video game, an online chat, an instant message, or one or more virtual scenes.

Claim 162 (New): The method of claim 161, wherein said one or more virtual scenes include at least one of a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

Claim 163 (New): The method of claim 154, wherein said tracking includes gathering information about at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to chose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, (v) providing for said display to said at least one of said users said selected advertisement, (vi) said participant, (vii) said one or more advertisements included in said selected advertisement, or (viii) said selected advertisement's display to at least one user.

Claim 164 (New): The method of claim 163, further comprising:

providing information based on said tracking to at least one of a host, an advertiser, said participant, or at least one of said users.

Claim 165 (New): The method of claim 163, wherein said information about said selected advertisement's display includes at least one of (i) a measured display time of said selected advertisement to said at least one user, (ii) a number of said at least one user that viewed said selected advertisement, (iii) anticipated display time of said selected advertisement to said at least one user, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said one or more advertisements to said at least one user.

Claim 166 (New): The method of claim 65, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

Claim 167 (New): The method of claim 65, further comprising:
creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) information on one or more said selected advertisements of said participant, (d) information on said at least one selection of said one or more advertisements, or (e) information on said at least one selection of said one or more locations, or (f) reward information.

Claim 168 (New): The method of claim 65, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

Claim 169 (New): The method of claim 65, wherein said virtual world is implemented by interactive media.

Claim 170 (New): The method of claim 169, wherein said interactive media is provided by at least one of (a) one or more servers and one or more databases, or (b) interactive television.

Claim 171 (New): The method of claim 65, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) times designated by at least one of a host or an advertiser.

Claim 172 (New): The method of claim 65, wherein said one or more advertisements include at least one of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

Claim 173 (New): The method of claim 65, wherein said one or more advertisements include at least one of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

Claim 174 (New): The method of claim 154, further comprising:

logging said one or more interactions of said at least one user.

Claim 175 (New): The method of claim 174, wherein said logging is performed by one or more servers.

Claim 176 (New): The method of claim 154, further comprising:

reporting information based on said one or more interactions to an advertiser.

Claim 177 (New): The method of claim 65, wherein said one or more advertisements are created by an advertiser.

Claim 178 (New): The method of claim 65, wherein said one or more advertisements are provided by an advertiser.

Claim 179 (New): The method of claim 65, wherein said one or more advertisements are provided by said participant and approved by an advertiser.

Claim 180 (New): The method of claim 154, further comprising:

billing an advertiser in connection with said one or more interactions.

Claim 181 (New): A method for selected advertising in a virtual world, comprising:

providing one or more advertisements to a participant, wherein users of said virtual world include said participant;

receiving at least one selection of said one or more advertisements from said participant;

providing one or more locations for said participant to choose to display said one or more advertisements in said virtual world;

receiving at least one selection of said one or more locations from said participant;

creating a selected advertisement from said at least one selection of said one or more advertisements and said at least one selection of said one or more locations;

providing for display to at least one of said users said selected advertisement in said virtual world, wherein said users are participants in said virtual world or viewers of said virtual world; and

providing a reward to at least one of a host or an advertiser, wherein said reward is based on at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to choose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, or (v) providing for said display to said at least one of said users said selected advertisement.

Claim 182 (New): The method of claim 181, wherein providing a reward comprises:

tracking one or more interactions with said selected advertisement by said at least one of said users; and

providing a reward to said at least one of a host or an advertiser, wherein said reward is based on at least said one or more interactions.

Claim 183 (New): The method of claim 182, wherein said one or more interactions includes viewing of said selected advertisement by said at least one of said users.

Claim 184 (New): The method of claim 181, wherein said participant creates at least one of said one or more advertisements.

Claim 185 (New): The method of claim 184, wherein said participant's creation of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 186 (New): The method of claim 181, wherein said participant's selection of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 187 (New): The method of claim 181, wherein said participant's selection of said one or more locations is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 188 (New): The method of claim 182, wherein said one or more interactions occurs in at least one of a computer game, a video game, an online chat, an instant message, or one or more virtual scenes.

Claim 189 (New): The method of claim 188, wherein said one or more virtual scenes include at least one of a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

Claim 190 (New): The method of claim 182, wherein said tracking includes gathering information about at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to chose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, (v) providing for said display to said at least one of said users said selected advertisement, (vi) said participant, (vii) said one or more advertisements included in said selected advertisement, or (viii) said selected advertisement's display to at least one user.

Claim 191 (New): The method of claim 190, further comprising:
providing information based on said tracking to at least one of a host, an advertiser, said participant, or at least one of said users.

Claim 192 (New): The method of claim 190, wherein said information about said selected advertisement's display includes at least one of (i) a measured display time of said selected advertisement to said at least one user, (ii) a number of said at least one user that viewed said selected advertisement, (iii) anticipated display time of said selected advertisement to said at least one user, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said one or more advertisements to said at least one user.

Claim 193 (New): The method of claim 181, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

Claim 194 (New): The method of claim 181, further comprising:
creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) information on one or more said selected advertisements of said participant, (d) information on said at least one selection of said one or more advertisements, or (e) information on said at least one selection of said one or more locations, or (f) reward information.

Claim 195 (New): The method of claim 181, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

Claim 196 (New): The method of claim 181, wherein said virtual world is implemented by interactive media.

Claim 197 (New): The method of claim 196, wherein said interactive media is provided by at least one of (a) one or more servers and one or more databases, or (b) interactive television.

Claim 198 (New): The method of claim 181, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) times designated by at least one of a host or an advertiser.

Claim 199 (New): The method of claim 181, wherein said one or more advertisements include at least one of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

Claim 200 (New): The method of claim 181, wherein said one or more advertisements include at least one of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

Claim 201 (New): The method of claim 182, further comprising:

logging said one or more interactions of said at least one user.

Claim 202 (New): The method of claim 201, wherein said logging is performed by one or more servers.

Claim 203 (New): The method of claim 182, further comprising:

reporting information based on said one or more interactions to an advertiser.

Claim 204 (New): The method of claim 181, wherein said one or more advertisements are created by an advertiser.

Claim 205 (New): The method of claim 181, wherein said one or more advertisements are provided by an advertiser.

Claim 206 (New): The method of claim 181, wherein said one or more advertisements are provided by said participant and approved by an advertiser.

Claim 207 (New): The method of claim 182, further comprising:

billing an advertiser in connection with said one or more interactions.

Claim 208 (New): A system for selected advertising in a virtual world, comprising:

first means for providing one or more advertisements to a participant, wherein users of said virtual world include said participant;

first means for receiving at least one selection of said one or more advertisements from said participant;

second means for providing one or more locations for said participant to choose to display said one or more advertisements in said virtual world;

second means for receiving at least one selection of said one or more locations from said participant;

first means for creating a selected advertisement from said at least one selection of said one or more advertisements and said at least one selection of said one or more locations;

third means for providing for display to at least one of said users said selected advertisement in said virtual world, wherein said users are participants in said virtual world or viewers of said virtual world; and

fourth means for providing a reward to at least said participant, wherein said reward is based on at least said providing for display to at least one of said users.

Claim 209 (New): The system of claim 208, wherein said fourth means for providing a reward comprises:

means for tracking one or more interactions with said selected advertisement by said at least one of said users; and

fifth means for providing a reward to at least said participant, wherein said reward is based on at least said one or more interactions.

Claim 210 (New): The system of claim 209, wherein said one or more interactions includes viewing of said selected advertisement by said at least one of said users.

Claim 211 (New): The system of claim 208, wherein said participant creates at least one of said one or more advertisements.

Claim 212 (New): The system of claim 211, wherein said participant's creation of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 213 (New): The system of claim 208, wherein said participant's selection of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 214 (New): The system of claim 208, wherein said participant's selection of said one or more locations is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 215 (New): The system of claim 209, wherein said one or more interactions occurs in at least one of a computer game, a video game, an online chat, an instant message, or one or more virtual scenes.

Claim 216 (New): The system of claim 215, wherein said one or more virtual scenes include at least one of a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

Claim 217 (New): The system of claim 209, wherein said means for tracking includes gathering information about at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to chose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, (v) providing for said display to said at least one of said users said selected advertisement, (vi) said participant, (vii) said one or more advertisements included in said selected advertisement, or (viii) said selected advertisement's display to at least one user.

Claim 218 (New): The system of claim 217, further comprising:

sixth means for providing information based on said tracking to at least one of a host, an advertiser, said participant, or at least one of said users.

Claim 219 (New): The system of claim 217, wherein said information about said selected advertisement's display includes at least one of (i) a measured display time of said selected advertisement to said at least one user, (ii) a number of said at least one user that viewed said selected advertisement, (iii) anticipated display time of said selected advertisement to said at

least one user, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said one or more advertisements to said at least one user.

Claim 220 (New): The system of claim 208, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

Claim 221 (New): The system of claim 208, further comprising:

second means for creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) information on one or more said selected advertisements of said participant, (d) information on said at least one selection of said one or more advertisements, or (e) information on said at least one selection of said one or more locations, or (f) reward information.

Claim 222 (New): The system of claim 208, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

Claim 223 (New): The system of claim 208, wherein said virtual world is implemented by interactive media.

Claim 224 (New): The system of claim 223, wherein said interactive media is provided by at least one of (a) one or more servers and one or more databases, or (b) interactive television.

Claim 225 (New): The system of claim 208, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) times designated by at least one of a host or an advertiser.

Claim 226 (New): The system of claim 208, wherein said one or more advertisements include at least one of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

Claim 227 (New): The system of claim 208, wherein said one or more advertisements include at least one of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

Claim 228 (New): The system of claim 209, further comprising:
means for logging said one or more interactions of said at least one user.

Claim 229 (New): The system of claim 228, wherein said means for logging is performed by one or more servers.

Claim 230 (New): The system of claim 209, further comprising:

means for reporting information based on said one or more interactions to an advertiser.

Claim 231 (New): The system of claim 208, wherein said one or more advertisements are created

by an advertiser.

Claim 232 (New): The system of claim 208, wherein said one or more advertisements are

provided by an advertiser.

Claim 233 (New): The system of claim 208, wherein said one or more advertisements are

provided by said participant and approved by an advertiser.

Claim 234 (New): The system of claim 209, further comprising:

means for billing an advertiser in connection with said one or more interactions.

Claim 235 (New): A system for selected advertising in a virtual world, comprising:

first means for providing one or more advertisements to a participant, wherein users of said virtual world include said participant;

first means for receiving at least one selection of said one or more advertisements from said participant;

second means for providing one or more locations for said participant to choose to display said one or more advertisements in said virtual world;

second means for receiving at least one selection of said one or more locations from said participant;

first means for creating a selected advertisement from said at least one selection of said one or more advertisements and said at least one selection of said one or more locations;

third means for providing for display to at least one of said users said selected advertisement in said virtual world, wherein said users are participants in said virtual world or viewers of said virtual world; and

fourth means for providing a reward to at least one of a host or an advertiser, wherein said reward is based on at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to choose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, or (v) providing for said display to said at least one of said users said selected advertisement.

Claim 236 (New): The system of claim 235, wherein fourth means for providing a reward comprises:

means for tracking one or more interactions with said selected advertisement by said at least one of said users; and

fifth means for providing a reward to said at least one of a host or an advertiser, wherein said reward is based on at least said one or more interactions.

Claim 237 (New): The system of claim 236, wherein said one or more interactions includes viewing of said selected advertisement by said at least one of said users.

Claim 238 (New): The system of claim 235, wherein said participant creates at least one of said one or more advertisements.

Claim 239 (New): The system of claim 238, wherein said participant's creation of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 240 (New): The system of claim 235, wherein said participant's selection of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 241 (New): The system of claim 235, wherein said participant's selection of said one or more locations is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 242 (New): The system of claim 236, wherein said one or more interactions occurs in at least one of a computer game, a video game, an online chat, an instant message, or one or more virtual scenes.

Claim 243 (New): The system of claim 242, wherein said one or more virtual scenes include at least one of a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

Claim 244 (New): The system of claim 236, wherein said means for tracking includes gathering information about at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to chose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, (v) providing for said display to said at least one of said users said selected advertisement, (vi) said participant, (vii) said one or more advertisements included in said selected advertisement, or (viii) said selected advertisement's display to at least one user.

Claim 245 (New): The system of claim 244, further comprising:

sixth means for providing information based on said tracking to at least one of a host, an advertiser, said participant, or at least one of said users.

Claim 246 (New): The system of claim 244, wherein said information about said selected advertisement's display includes at least one of (i) a measured display time of said selected advertisement to said at least one user, (ii) a number of said at least one user that viewed said selected advertisement, (iii) anticipated display time of said selected advertisement to said at

least one user, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said one or more advertisements to said at least one user.

Claim 247 (New): The system of claim 235, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

Claim 248 (New): The system of claim 235, further comprising:

second means for creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) information on one or more said selected advertisements of said participant, (d) information on said at least one selection of said one or more advertisements, or (e) information on said at least one selection of said one or more locations, or (f) reward information.

Claim 249 (New): The system of claim 235, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

Claim 250 (New): The system of claim 235, wherein said virtual world is implemented by interactive media.

Claim 251 (New): The system of claim 250, wherein said interactive media is provided by at least one of (a) one or more servers and one or more databases, or (b) interactive television.

Claim 252 (New): The system of claim 235, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) times designated by at least one of a host or an advertiser.

Claim 253 (New): The system of claim 235, wherein said one or more advertisements include at least one of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

Claim 254 (New): The system of claim 235, wherein said one or more advertisements include at least one of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

Claim 255 (New): The system of claim 236, further comprising:
means for logging said one or more interactions of said at least one user.

Claim 256 (New): The system of claim 255, wherein said means for logging is performed by one or more servers.

Claim 257 (New): The system of claim 236, further comprising:

means for reporting information based on said one or more interactions to an advertiser.

Claim 258 (New): The system of claim 235, wherein said one or more advertisements are created by an advertiser.

Claim 259 (New): The system of claim 235, wherein said one or more advertisements are provided by an advertiser.

Claim 260 (New): The system of claim 235, wherein said one or more advertisements are provided by said participant and approved by an advertiser.

Claim 261 (New): The system of claim 236, further comprising:

means for billing an advertiser in connection with said one or more interactions.

Claim 262 (New): A computer program product that is capable of providing instructions which when executed by a computing platform cause said computer platform to perform operations for selected advertising in a virtual world, comprising:

providing one or more advertisements to a participant, wherein users of said virtual world include said participant;

receiving at least one selection of said one or more advertisements from said participant;

providing one or more locations for said participant to choose to display said one or more advertisements in said virtual world;

receiving at least one selection of said one or more locations from said participant;

creating a selected advertisement from said at least one selection of said one or more advertisements and said at least one selection of said one or more locations;

providing for display to at least one of said users said selected advertisement in said virtual world, wherein said users are participants in said virtual world or viewers of said virtual world; and

providing a reward to at least said participant, wherein said reward is based on at least said providing for display to at least one of said users.

Claim 263 (New): The computer program product of claim 262, wherein providing a reward comprises:

tracking one or more interactions with said selected advertisement by said at least one of said users; and

providing a reward to at least said participant, wherein said reward is based on at least said one or more interactions.

Claim 264 (New): The computer program product of claim 263, wherein said one or more interactions includes viewing of said selected advertisement by said at least one of said users.

Claim 265 (New): The computer program product of claim 262, wherein said participant creates at least one of said one or more advertisements.

Claim 266 (New): The computer program product of claim 265, wherein said participant's creation of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 267 (New): The computer program product of claim 262, wherein said participant's selection of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 268 (New): The computer program product of claim 262, wherein said participant's selection of said one or more locations is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 269 (New): The computer program product of claim 263, wherein said one or more interactions occurs in at least one of a computer game, a video game, an online chat, an instant message, or one or more virtual scenes.

Claim 270 (New): The computer program product of claim 269, wherein said one or more virtual scenes include at least one of a dance, party, sporting event, gambling event, meeting,

shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

Claim 271 (New): The computer program product of claim 263, wherein said tracking includes gathering information about at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to chose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, (v) providing for said display to said at least one of said users said selected advertisement, (vi) said participant, (vii) said one or more advertisements included in said selected advertisement, or (viii) said selected advertisement's display to at least one user.

Claim 272 (New): The computer program product of claim 271, further comprising:
providing information based on said tracking to at least one of a host, an advertiser, said participant, or at least one of said users.

Claim 273 (New): The computer program product of claim 271, wherein said information about said selected advertisement's display includes at least one of (i) a measured display time of said selected advertisement to said at least one user, (ii) a number of said at least one user that viewed said selected advertisement, (iii) anticipated display time of said selected advertisement to said at least one user, (iv) said one or more locations of each of said one or

more advertisements, or (v) information on exposure of said one or more advertisements to said at least one user.

Claim 274 (New): The computer program product of claim 262, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

Claim 275 (New): The computer program product of claim 262, further comprising:
creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) information on one or more said selected advertisements of said participant, (d) information on said at least one selection of said one or more advertisements, or (e) information on said at least one selection of said one or more locations, or (f) reward information.

Claim 276 (New): The computer program product of claim 262, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

Claim 277 (New): The computer program product of claim 262, wherein said virtual world is implemented by interactive media.

Claim 278 (New): The computer program product of claim 277, wherein said interactive media is provided by at least one of (a) one or more servers and one or more databases, or (b) interactive television.

Claim 279 (New): The computer program product of claim 262, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) times designated by at least one of a host or an advertiser.

Claim 280 (New): The computer program product of claim 262, wherein said one or more advertisements include at least one of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

Claim 281 (New): The computer program product of claim 262, wherein said one or more advertisements include at least one of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

Claim 282 (New): The computer program product of claim 263, further comprising:
logging said one or more interactions of said at least one user.

Claim 283 (New): The computer program product of claim 282, wherein said logging is performed by one or more servers.

Claim 284 (New): The computer program product of claim 263, further comprising: reporting information based on said one or more interactions to an advertiser.

Claim 285 (New): The computer program product of claim 262, wherein said one or more advertisements are created by an advertiser.

Claim 286 (New): The computer program product of claim 262, wherein said one or more advertisements are provided by an advertiser.

Claim 287 (New): The computer program product of claim 262, wherein said one or more advertisements are provided by said participant and approved by an advertiser.

Claim 288 (New): The computer program product of claim 263, further comprising: billing an advertiser in connection with said one or more interactions.

Claim 289 (New): A computer program product that is capable of providing instructions which when executed by a computing platform cause said computer platform to perform operations for selected advertising in a virtual world, comprising:

providing one or more advertisements to a participant, wherein users of said virtual world include said participant;

receiving at least one selection of said one or more advertisements from said participant;

providing one or more locations for said participant to choose to display said one or more advertisements in said virtual world;

receiving at least one selection of said one or more locations from said participant;

creating a selected advertisement from said at least one selection of said one or more advertisements and said at least one selection of said one or more locations;

providing for display to at least one of said users said selected advertisement in said virtual world, wherein said users are participants in said virtual world or viewers of said virtual world; and

providing a reward to at least one of a host or an advertiser, wherein said reward is based on at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to choose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, or (v) providing for said display to said at least one of said users said selected advertisement.

Claim 290 (New): The computer program product of claim 289, wherein providing a reward comprises:

tracking one or more interactions with said selected advertisement by said at least one of said users; and

providing a reward to said at least one of a host or an advertiser, wherein said reward is based on at least said one or more interactions.

Claim 291 (New): The computer program product of claim 290, wherein said one or more interactions includes viewing of said selected advertisement by said at least one of said users.

Claim 292 (New): The computer program product of claim 289, wherein said participant creates at least one of said one or more advertisements.

Claim 293 (New): The computer program product of claim 292, wherein said participant's creation of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 294 (New): The computer program product of claim 289, wherein said participant's selection of said one or more advertisements is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 295 (New): The computer program product of claim 289, wherein said participant's selection of said one or more locations is provided in at least one of i) said virtual world or ii) one or more ancillary support environments.

Claim 296 (New): The computer program product of claim 290, wherein said one or more interactions occurs in at least one of a computer game, a video game, an online chat, an instant message, or one or more virtual scenes.

Claim 297 (New): The computer program product of claim 296, wherein said one or more virtual scenes include at least one of a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

Claim 298 (New): The computer program product of claim 290, wherein said tracking includes gathering information about at least one of (i) providing said one or more advertisements to said participant, (ii) receiving said at least one selection of said one or more advertisements from said participant, (iii) providing said one or more locations for said participant to chose to display said one or more advertisements, (iv) receiving said at least one selection of said one or more locations, (v) providing for said display to said at least one of said users said selected advertisement, (vi) said participant, (vii) said one or more advertisements included in said selected advertisement, or (viii) said selected advertisement's display to at least one user.

Claim 299 (New): The computer program product of claim 298, further comprising:

providing information based on said tracking to at least one of a host, an advertiser, said participant, or at least one of said users.

Claim 300 (New): The computer program product of claim 298, wherein said information about said selected advertisement's display includes at least one of (i) a measured display time of said selected advertisement to said at least one user, (ii) a number of said at least one user that viewed said selected advertisement, (iii) anticipated display time of said selected advertisement to said at least one user, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said one or more advertisements to said at least one user.

Claim 301 (New): The computer program product of claim 289, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

Claim 302 (New): The computer program product of claim 289, further comprising:
creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) information on one or more said selected advertisements of said participant, (d) information on said at least one selection of said one or more advertisements, or (e)

information on said at least one selection of said one or more locations, or (f) reward information.

Claim 303 (New): The computer program product of claim 289, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

Claim 304 (New): The computer program product of claim 289, wherein said virtual world is implemented by interactive media.

Claim 305 (New): The computer program product of claim 304, wherein said interactive media is provided by at least one of (a) one or more servers and one or more databases, or (b) interactive television.

Claim 306 (New): The computer program product of claim 289, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) times designated by at least one of a host or an advertiser.

Claim 307 (New): The computer program product of claim 289, wherein said one or more advertisements include at least one of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

Claim 308 (New): The computer program product of claim 289, wherein said one or more advertisements include at least one of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

Claim 309 (New): The computer program product of claim 290, further comprising:
logging said one or more interactions of said at least one user.

Claim 310 (New): The computer program product of claim 309, wherein said logging is performed by one or more servers.

Claim 311 (New): The computer program product of claim 290, further comprising:
reporting information based on said one or more interactions to an advertiser.

Claim 312 (New): The computer program product of claim 289, wherein said one or more advertisements are created by an advertiser.

Claim 313 (New): The computer program product of claim 289, wherein said one or more advertisements are provided by an advertiser.

Claim 314 (New): The computer program product of claim 289, wherein said one or more advertisements are provided by said participant and approved by an advertiser.

Claim 315 (New): The computer program product of claim 290, further comprising:
 billing an advertiser in connection with said one or more interactions.